

**Contra Costa's
Green Business Program
brings you...**

STAYING GREEN

January 2005

PUBLICITY, HERE WE COME!

You've all received by now your business card sized calendars for your customers. And you've seen our ambitious plan for 2005 to publicize the

fact that you're a Green Business! We're excited about it and hope you'll give us feedback and suggestions. Our quarterly plans include

the calendars, Contra Costa Times ads, give-aways, a marketing guide, flyers listing Green Businesses in local Chamber of Commerce newsletters, etc. Watch for them!!



GREEN TIPS.....

FED UP WITH JUNK MAIL? Us too! Annually it takes 100 million trees and over 28 billion gallons of water to produce 100 billion pieces of junk mail—which you and I don't want in the first place. While recycling's good for the environment, stopping junk mail is even better.

Just visit www.stopjunkmail.org. Clicking at the bottom of the Residents page takes you to an interesting page that identifies the few companies generating most junk mail; Templates has ready-to-go letters to use; and the Stop Junk Mail Kit allows you to download a two-page brochure with very specific steps to take. You can also have this last brochure sent to you by calling 877/786-7927. (contd. on back)

"We greatly value protecting the environment, so we see being certified as a Green Business as a way to lead by example."

Dave Contreras,
Executive Director,
Mt. View
Sanitary District

UN's WORLD ENVIRONMENT DAY

Hang on to your hats because this HUGE annual event is coming to San Francisco!! Sunday, June 5, 2005 is the official day, but festivities will run June 1-5. This is the first time in its 35 year history that it will be in North America. Its purpose will be to raise environmental awareness throughout the world. The City of San Francisco will be hosting.

"Green Cities", acknowledging the fact that 75% of the planet's natural resources are consumed by those in cities. Mayors of the world's most populous cities will be sharing ideas and experiences to set universal benchmarks and goals of urban environmental progress and to identify the tools needed to achieve them. These goals and measures will together form the San Francisco Urban Accord.

Check it all out at www.wed2005.org—and don't miss the Friday night Green Ball!!!



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This year's theme will be

GETTING TO KNOW OUR GREEN BUSINESSES: BILL'S ACE HARDWARE

If you want to see an excited energy auditor, watch them check out Bill's Ace Hardware Store in Martinez! They've installed skylights that provide almost all of their daytime lighting; light sensors that turn light fixtures on and off, and a device on the roof that rotates with the sun to optimize the light directed to the sensors. Bill Wygal, a third generation owner of four stores in Martinez, Concord and now Pleasant Hill, made these changes in the late 90's, experiencing a 3-5 year return on investment! Bill said his great flat

roofs were perfect for the work, and that he'd like to do it at his Concord store if he had a longer lease.

Bill is always looking for "green" alternatives that also make good financial sense. They've recently purchased a Prius, and didn't hesitate to replace a dozen toilets with Toto brand low-flush toilets. For him, it was an excellent opportunity to modernize their fixtures, replace a couple problematic toilets and get ones that never clog—while saving water and money at the same time.



Wygal of Bill's Ace Hardware helping customers be green.

He likes to educate customers both about what he's done and about what *they* can do, whether it's about proper paint disposal or using less toxic yard products. He feels it's important for both him *and* the public to be doing the right thing!

GREEN TIPS (CONTD.)

In addition to stopping delivery of junk mail, be sure to purge your own mailing lists, encourage your employees to stop *their* junk mail, and include a statement with all purchase orders, subscriptions, course registrations, etc. that you wish to prevent waste by not having your name and address distributed to others.

WELCOME NEW 2004 GREEN BUSINESSES!

☐ Remember to support your fellow Green Businesses!

Aspen 2000, Walnut Creek
AssetMark Investment Svcs,
Pleasant Hill
Bill's Ace Hardware,
Pleasant Hill
Blue Heron Graphics,
Walnut Creek
Brown and Caldwell,
Walnut Creek
Carollo Engineers, Martinez
Central Contra Costa Solid
Waste Authority
Concord City Parks
Guy's Smog, Martinez
Hercules Police Department
Interstate Gas Services,

Walnut Creek
John F. Kennedy University,
Pleasant Hill
LeRoy's Auto Repair,
Concord
Lindsay Wildlife Museum,
Walnut Creek
MOLLETPHOTO, Crockett
Mt. Diablo Psychotherapy
Center, Walnut Creek
Organic Choice Carpet
Cleaning, Kensington
Paul's Shop, El Cerrito
Pacific Crest Landscape
Mtce, San Ramon
Radston's Office Plus,

Hercules
R.E.I., Concord
Right Trac Financial Group,
Walnut Creek
River Town Café, Antioch
The Tire Store & More,
Concord
Trader Joe's, El Cerrito
Walnut Creek City
Reprographics
Wallace Group, Martinez
Warner Transmissions,
Concord
Woodstock Recycling,
Walnut Creek

WHAT'S UP IN THE PROGRAM?

*This year's Green Festival was hot! And a good number of you attended this annual San Francisco event. We were also there with our booth, meeting many new businesses—a number of which are now Green Businesses!

*For those of you fortunate enough to do business in Concord and Martinez, the California PUC is bringing you "Smart Lights". They arrange for, oversee and finance (~60%) energy efficient lights, reducing your electricity bills by 20-40%! It includes a free, no obligation lighting assessment. Just call Robin at the GBP for more information, or visit www.smartlights.org.

*A joint Contra Costa Times ad was run by Delta Diablo Sanitation District and the program announcing their certification. Later in October they ran an article on Bi-anco's Deli being our first green restaurant!

